

Application No. 09/937,078  
Amendments Dated September 28, 2006  
Reply to Office Action of June 29, 2006

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Claims**

- 1) (Cancelled)
- 2) (Cancelled)
- 3) (Cancelled)
- 4) (Cancelled)
- 5) (Cancelled)
- 6) (Cancelled)
- 7) (Cancelled)
- 8) (Cancelled)
- 9) (Cancelled)
- 10) (Cancelled)
- 11) (Cancelled)
- 12) (Cancelled)

Application No. 09/937,078  
Amendments Dated September 28, 2006  
Reply to Office Action of June 29, 2006

13) (Cancelled)

14) (Cancelled)

15) (Cancelled)

16) (Cancelled)

17) (Cancelled)

18) (Cancelled)

19) (Cancelled)

20) (Cancelled)

21) (Cancelled)

22) (Cancelled)

23) (Cancelled)

24) (Cancelled)

25) (Cancelled)

26) (Cancelled)

27) (Cancelled)

Application No. 09/937,078  
Amendments Dated September 28, 2006  
Reply to Office Action of June 29, 2006

28) ~~(Currently amended)~~ A method for the display of multimedia content on one or more display screens operatively connected to respective display controllers, said display of multimedia content being made according to playlists comprising multiple air time periods and stored on said display controllers, which are themselves connected to one or more display controllers said display controllers being connected to a scheduling server and a transmission control system via a data communication network, said method comprising the following steps:

- a) selecting the multimedia content to be displayed;
- b) storing said multimedia content on the said scheduling server;
- c) selecting one of said display screens on which said multimedia ~~the~~ content is to be displayed;
- d) storing such display screen selection on said scheduling server;
- e) on said scheduling server, determining and storing data related to the availability of said air time periods of said playlists;
- f) on said scheduling server, inputting and storing data related to the multimedia content preferences of each user of a visual display system;
- g) on said scheduling server, inputting and storing data related to the air time period preferences of each user in said playlist schedule of a visual display system;
- ~~e)~~ selecting a time interval during which said content is to be displayed on said display screen;
- ~~f)~~ storing said time interval selection on said scheduling server;
- i) creating said playlists by optimally correlating said available air time periods, said air time period preferences and said multimedia content preferences;
- ~~g)~~ transmitting said stored multimedia content and said stored-playlists time interval selection to the display said display controllers connected to said selected display screen;
- ~~h)~~ k) displaying the said selected multimedia content on said the selected display screen according to said playlists during the selected time interval.

Application No. 09/937,078  
Amendments Dated September 28, 2006  
Reply to Office Action of June 29, 2006

29) (New) A system to control the display of digital multimedia content on a plurality of out-of-home remote visual display systems connected together via a broadband network, wherein each said visual display system comprises an electronic multimedia display operatively connected to an associated display controller, said electronic multimedia display being arranged to be viewable by a plurality of passers-by, each of said display systems being adapted to cycle through a playlist schedule of multimedia content, each said playlist schedules having a plurality of air time periods and being stored on respective said display controller, said control system comprising:

- a) at least one scheduling server operatively connected to said visual display systems, said at least one scheduling server comprising computer processor means and data storage means;
- b) first means for processing data from a database to determine the availability of said air time periods in each of said playlists schedules of each of said visual display systems;
- c) second means for processing data to select and reserve one or more of said available air time periods in one or more of said playlists schedules to define said playlist schedules;
- d) third means for processing data to respectively link to each of said reserved air time periods of each playlist schedule according to each of said playlist schedules, the multimedia content to be displayed by each of said visual display systems during said reserved air time periods, said third means for processing data further including means for transmitting said multimedia content and said playlist schedules to the corresponding one of said visual display systems.
- e) fourth means for inputting and storing data related to the multimedia content preferences of each user of a visual display system;
- f) fifth means for inputting data related to the air time period preferences of each user in said playlist schedule of a visual display system;
- g) sixth means for processing data to determine for each visual display system, the actual playlist schedule by optimally correlating said available air time periods, said air time period preferences, and said multimedia content preferences.

Application No. 09/937,078  
Amendments Dated September 28, 2006  
Reply to Office Action of June 29, 2006

30) (New) A control system as claimed in claim 29, characterized in that each said visual display system further comprises means to request the transmission of said multimedia content or part of said multimedia content if said multimedia content or part of said multimedia content is not available on said storage means.

31) (New) A control system as claimed in claim 29, characterized in that it comprises means for inputting and storing demographic data in relation to the geographic location of each visual display system.

32) (New) A control system as claimed in claim 29, wherein said sixth means for processing data comprises:

- a) means to determine, for each said playlist associated to each visual display system the duration of any unreserved air time period,
- b) means to fill each said unreserved air time period of said playlist with digital content which is compatible with the remaining multimedia content in the said corresponding predetermined air time period.

33) (New) A control system as claimed in claim 29, wherein said sixth means for processing data comprises:

- a) means to determine, for each said playlist associated to each visual display system the duration of any unreserved air time period,
- b) means to remove each said unreserved air time period of said playlist.

34) (New) A control system as claimed in claim 31, wherein said means for processing data comprises:

- a) means to determine, for each said playlist associated to each said visual display system the duration of any unreserved air time period;

Application No. 09/937,078  
Amendments Dated September 28, 2006  
Reply to Office Action of June 29, 2006

- b) means to fill each said unreserved air time period of said playlist with digital content which is compatible with the remaining multimedia content in the said corresponding predetermined air time period.

35) (New) A control system as claimed in claim 31, wherein said means for processing 10 data comprises:

- a) means to determine, for each said playlist associated to each visual display system the duration of any unreserved air time period,
- b) means to remove each said unreserved air time period of said playlist.

36) (New) A system as claimed in claim 29, wherein said broadband network is a satellite network.

37) (New) A system as claimed in claim 29, wherein said broadband network is a bidirectional network.

38) (New) A control system as claimed in claim 29, wherein said means for transmitting data comprises a transmission control system connected to the scheduling server and the visual display systems.